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ASIAN | REAL | ESTATE

The official publication of the Asian Real Estate Association of America

STATE OF ASIA AMERICA

2018-19

Presented by
RE/MAX, LLC
Freddie Mac

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presented by



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FOREWORD



Mike Reagan
Sr. Vice President, Global Alliances, RE/MAX LLC

As a global network with a presence in more than 100 countries and territories, RE/MAX understands and respects the cultural differences of diverse populations. We enthusiastically support the Asian Real Estate Association of America and are pleased to present its 2019 State of Asia America report, the most comprehensive compilation of Asian American and Pacific Islander (AAPI) real estate and economic data available today.

The data highlights the growing power and influence of the AAPI community – the fastest growing population in the United States.

Real estate professionals who take time to learn more about the unique needs and challenges of the AAPI community position themselves to provide better service and more value to customers. So, in the spirit of raising the standard for all, and on behalf of over 125,000 RE/MAX associates worldwide, we encourage you to read the report, share it with other real estate professionals, and put its insights to use in your business.



Danny Gardner
Senior Vice President of Single-Family Affordable Lending and Access to Credit, FreddieMac

Freddie Mac is committed to turning dreams of homeownership into realities, strengthening communities and promoting business growth across the housing industry. We’re proud to partner with members of the housing ecosystem — lenders, loan officers, real estate professionals, housing finance agencies, housing counselors and community organizations — to help us lead the industry forward.

The Asian Real Estate Association of America (AREAA) continues to lead the effort to make the dream of sustainable homeownership a reality for the Asian American and Pacific Islander (AAPI) community. Freddie Mac is also committed to working with organizations such as AREAA to gain deeper understanding of AAPI communities and the challenges they face.

The truth is that changing demographics, growing consumer expectations and the evolving economic landscape create opportunities for the housing industry to grow and adapt, and we want our clients to take advantage of these opportunities. Freddie Mac plays a key role in helping our clients do that by lowering costs, expanding access to credit and increasing outreach to underserved borrowers. Ensuring affordability and access to credit has long been a priority for Freddie Mac. So, helping our partners and the industry identify and reach the next wave of homebuyers is a natural place for us to bring our expertise and experience.

The data in this annual State of Asia Report provides a unique snapshot into the AAPI community. The information here is intended to be a valuable resource for businesses that seek to connect with this community, and we are proud to be a part of that goal.

WHY WE CREATED THIS REPORT

MISREPRESENTATION | MISSED ECONOMIC OPPORTUNITIES

Asian American and Pacific Islander (AAPI) communities are buying and investing in real estate like never before. The AAPI demographic is highly educated, highly interested in homeownership, and have become the fastest growing demographic in the United States. AAPIs have been contributing to our nation’s economy for over 150 years, despite various cultural and discriminatory challenges. More recently, AAPIs have been relocating across the country, purchasing mortgage products and real estate at rates higher than other ethnic demographics. Although the last few decades of Asian immigration have significantly boosted the population size of the AAPI community, many often forget that there are generations of AAPI families that have lived in the U.S. for their entire lives.

Increased AAPI homeownership, and expanded opportunities for AAPI to purchase homes and mortgage products directly benefits America’s economy. AAPI can make excellent clients and partners for many business institutions that operate around the real estate and lending markets. However, these advantageous economic opportunities are often missed because of certain challenges that act as barriers to entry for the AAPI community. Lack of credit history and language access, discrimination, and cultural differences all act as barriers hindering greater AAPI homeownership.

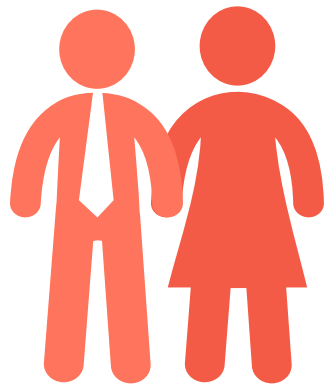
WHY YOU SHOULD CARE ABOUT THIS DEMOGRAPHIC

Closing the gap in AAPI homeownership is possible. The same entities that can support growth in AAPI homeownership can mutually benefit with vast financial opportunities made available with this rapidly growing demographic. The AAPI community is the fastest growing demographic and will continue to contribute to the U.S. economy for decades to come. Today, AAPI families are relocating into all regions of the country, including the Midwest and South, in search of homeownership. It is my hope the 2018-2019 State of Asia America Report will educate the public on the current status of AAPI residents in the U.S., with information on our economic contributions, growing population numbers, and regional trends. Please note that this report is a compilation of several sources, most of which primarily pull information from the U.S. Census Bureau. The information provided in this report is not primary research and is curated to create an accurate snapshot of the AAPI population.

I hope this report inspires greater partnership, so we may continue our mission of supporting greater AAPI representation through greater homeownership and increased quality of life.



Tom Truong
2019 AREAA President



AAPIs relocating in the South are looking to grow their families and are purchasing baby products at a 70% higher rate than the general population¹.

DEMOGRAPHICS & DATA

The AAPI community is the fastest growing demographic in the U.S. population. The AAPI demographic has been propelled by consistent levels of immigration through the last few decades. Today, it is estimated that AAPIs have outpaced Mexico on the number of immigrants relocating to this country. Eventually, AAPIs will become the largest minority group in the U.S.

With enticing real estate options, economic opportunities, and the desire to build families – AAPI growth will continue to grow in the decades to come. Analysis of immigration, resettlement, and purchasing habits makes it clear: AAPIs are looking to purchase homes and grow their families. And, the data is there to prove it. In fact, AAPIs relocating in the South are looking to grow their families and are purchasing baby products at a 70% higher rate than the general population¹.

POPULATION GROWTH

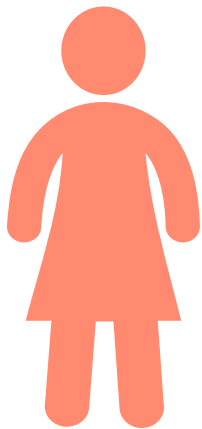
The U.S. Census projects an estimated 25.7 million AAPIs are currently living in the United States. Between 2000 and 2015, the AAPI population grew by 72%². U.S. Census and Nielsen reports show that AAPIs will outnumber Hispanic-Americans by 2055 and will become the largest minority group in the country , not only because of immigration, but also because of domestic growth. The current AAPI demographic is heterogeneous and culturally diverse. AAPIs are becoming more multiracial and integrated into American culture. Today’s AAPI demographic represents more than 50 ethnicities, with 59% of AAPIs being foreign born⁴.

FAMILY FOCUSED

Many AAPI families come from collectivist cultures that focus on the group over the individual. As a result, most AAPI cultures are family focused and emphasize high value on education, child-rearing, and growing families. AAPIs today have more married-couple households than the national average of households. Over 63% of AAPI households are occupied by married couples, compared to 50% of all White-American households . Continuing traditions and instilling AAPI values are inherently important to all AAPI families. In a recent Nielsen survey, 69% of AAPI women agreed it is highly important for them to see their children continuing their family’s traditions⁶.

SOURCES:
¹Source: Nielsen Homescan, Total Shopper View, Total U.S., 52 weeks ending December 26, 2015.
²Source: U.S. Census, American Community Survey 5-year Estimates
³Source: U.S. Census Bureau, American Community Survey, 2014 and 2009 American Community Survey PUMS File, one-year estimate.
⁴Source: Pew Research Center, "Key facts about Asian Americans, a diverse and growing population".
⁵Nielsen, Diverse Intelligence Series, 2017. "Asian American Women: Digitally Fluent With An Intercultural Mindset"
⁶Ibid

AAPI WOMEN



With high value placed on the family structure and continuing traditions, it is no surprise that AAPI women are such an important segment to understand when learning about the AAPI community. Within the AAPI family, women play a vital role in organizing their households and making key purchasing decisions. Again, AAPI values and traditions are deeply rooted in collectivism, placing women at the focal point of consumer habits and trends. Not only do AAPI women play a significant role in their homes and families, but have also developed into a dynamic demographic that is entrepreneurial, highly educated, and growing rapidly.

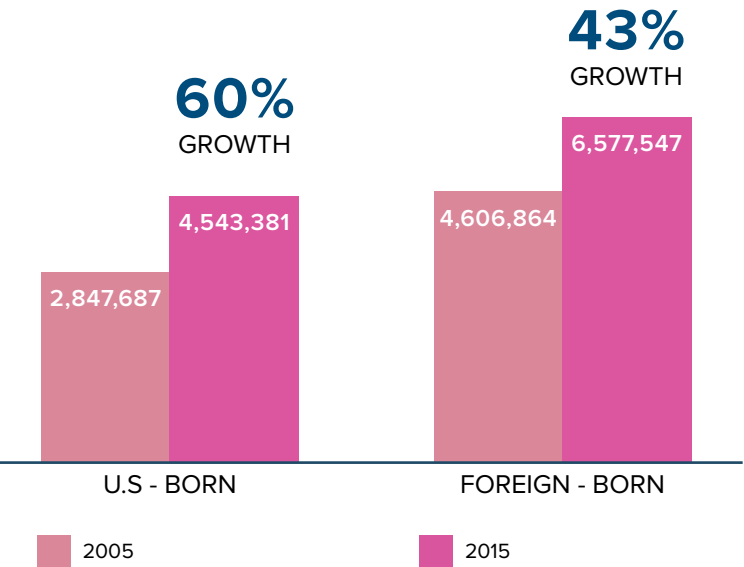
QUICKLY GROWING

AAPI women have the highest immigration percentages of any ethnic or racial group. As a result of their increasing numbers, AAPI women have experienced a 49% increase in population growth since 2005⁷. In 2015, the American Community Survey estimated over 10 million AAPI women resided in the U.S.⁸ AAPI women are also very young, as 78% of all domestic born women are under the age of 34⁹.

HIGHLY EDUCATED

AAPI women are also the most educated female minority group in the U.S. Over 52% of AAPI women born in the U.S. have acquired a minimum of a bachelor’s degree, compared to 48% of foreign-born female AAPIs. Education is incredibly important to AAPI families and children have the value of education and academics instilled in them at a very young age. In a recent Nielsen report surveying AAPI women, the majority of respondents answered that their household held some sort of college savings plan. In many AAPI family cultures, education is closely tied with societal standings that equate higher academic attainment with higher social status¹⁰.

ASIAN AMERICAN FEMALE POPULATION GROWTH IN THE U.S (US-BORN AND FOREIGN-BORN)



ENTREPRENEURIAL JOB CREATORS

Nielsen also reports that AAPI women are highly entrepreneurial. AAPI women are majority owners in over 750K businesses where they produce combined sales of over \$139M. Businesses owned by AAPI women are also increasing at nearly 10% greater the rate of their White-American counterparts. AAPI women over the age of 25 are also reported to have the highest average income rates compared to other female groups, with 23% of AAPI women earning \$50K or more, compared to the national average of 17%.

SOURCES:
⁷Nielsen, Diverse Intelligence Series, 2017. "Asian American Women: Digitally Fluent With An Intercultural Mindset"
⁸Ibid
⁹Ibid
¹⁰Ibid

DEMOGRAPHIC DIVERSITY

Chinese
4.8M Chinese-Americans currently live in the U.S. and make up 23% of the AAPI community. More than 3.4M Mandarin and Cantonese speakers.

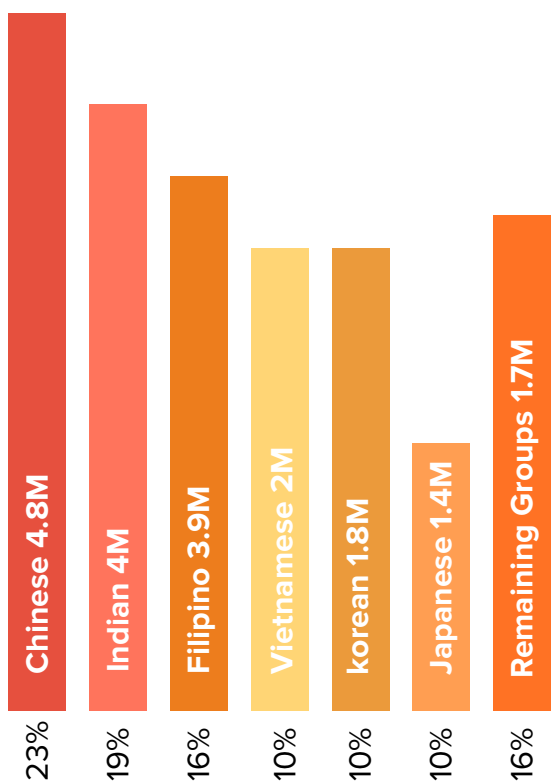
Indian
4M Indian-Americans currently live in the U.S. and make up 19% of the AAPI community.

Filipino
3.9M Filipino-Americans currently live in the U.S. and make up 16% of the AAPI community.

Vietnamese
2M Vietnamese-Americans currently live in the U.S. and make up 10% of the AAPI community.

Korean
1.8M Korean-Americans currently live in the U.S. and make up 10% of the AAPI community¹¹.

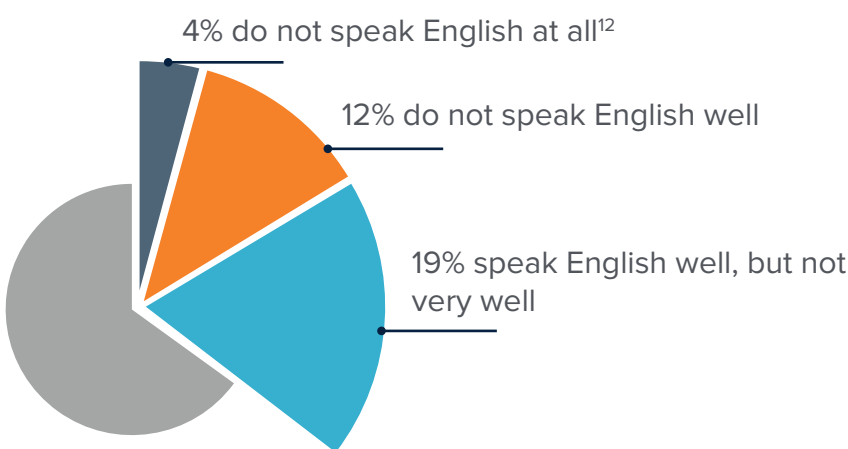
Japanese
1.4M Japanese-Americans currently live in the U.S. and make up an additional 10% of the AAPI community¹¹.



LANGUAGES SPOKEN

The AAPI community is linguistically diverse and vibrant. Over 77% of AAPI families speak a language other than English in their homes. Mandarin and Cantonese are the most common AAPI languages spoken, with over 3.4M speakers currently present in the U.S. The national Filipino language, Tagalog, is spoken by 1.7M Americans. Over 1.5M Americans speak Vietnamese, while over 1.1M other Americans speak Korean. And, although Hindi is just one of the languages spoken by the 4M Indian-Americans currently living in the US, this subset of AAPI is one of the highest grossing demographics of the nation.

However, many AAPIs have Limited English Proficiency. LEP is a major obstacle hindering AAPI homeownership because of the gaps in communication, education and understanding needed throughout the homebuying process. For many businesses, simple translations can be the difference between no business and lifelong customers.



Over 77% of AAPI families speak a language other than English in their homes.

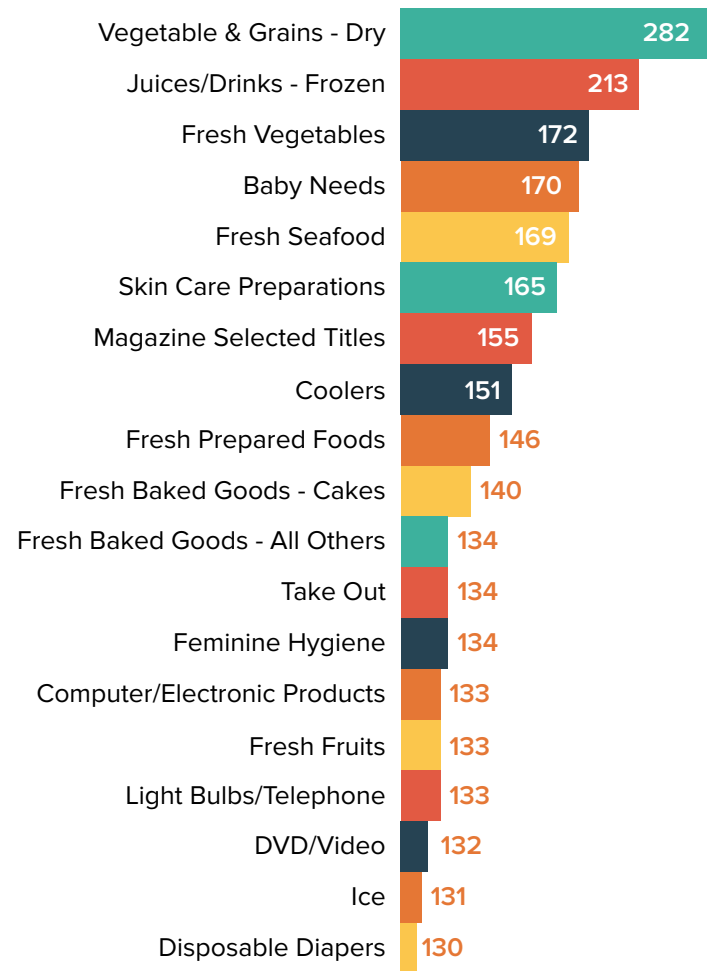
AVERAGE AGE & CONSUMPTION HABITS

On average, AAPIs are younger than national medians of age. The median AAPI age is currently 36 years old, significantly lower than the median age of 42.3 years for Non-Hispanic Whites . 32% of all AAPIs are between the ages of 25-44 years old, placing them in prime home purchasing time frames. Nearly 25% of the AAPI community is under 18 years old, 79% of whom were born in the U.S. Overall, 59% of all AAPIs are foreign born, with over 73% of AAPIs over the age of 18 being foreign-born.

AAPIs tend to be healthier and live longer than the average American. Cultural values of eating fresh foods and consistently cooking for families are reflected in shopping habits and trends of AAPI consumers . In Nielsen surveys, 85% of AAPIs agreed it is highly important to them to eat healthy and pay attention to their diets. As a result, AAPIs purchase almost 3X as much dry vegetables and grains compared to the average American. AAPIs also over-index on the purchase of fresh fruits and vegetables, seafood, baked goods, prepared foods, coffee and other fresh items. 79% of AAPIs agree they prefer cooking with fresh food rather than canned or frozen, while 71% stated they only rarely eat frozen dinners¹⁵. AAPIs also belong to a health club or gym at a rate 28% higher than the total population. When considering skin cancer related issues, it is important to learn that AAPIs generally wear sunscreen at a rate 10% higher than the average American. AAPIs also go to day spas at a rate 28% higher than the average American, prioritizing self-care as an essential value of everyday life¹⁶. As a result, the average life expectancy for AAPIs is 9 years greater; 87 years compared to 78 for Non-Hispanic Whites.

In the infographic below, Nielsen Homescan studied the consumer habits of AAPI shoppers and discovered that, compared to national averages, AAPI shoppers over index in purchasing the following products:

TOP ASIAN-AMERICAN OVER-INDEXED CATEGORIES

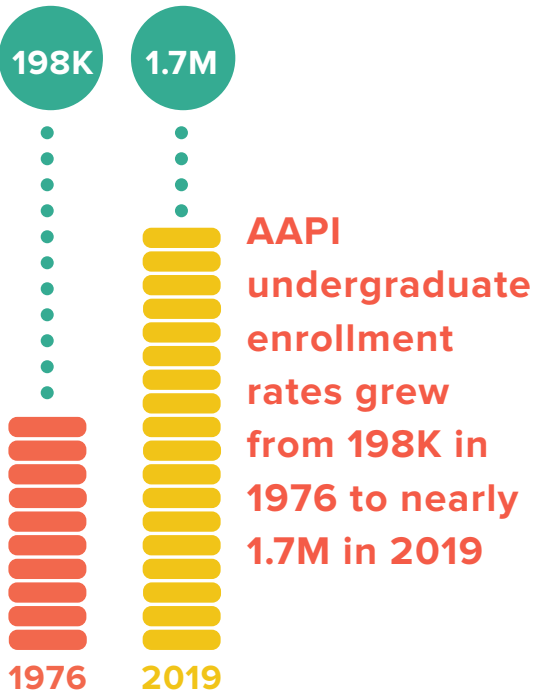


Fun Fact:
AAPIs purchase 69% more fresh seafood, a primary source of both protein and calcium in traditional Asian diets, compared to national averages. When it comes to veggies and fruits, AAPIs purchase at a rate of 72% greater than the average household.

SOURCES:
¹¹U.S. Census Bureau. The Asian Population: 2010. 2010 Census Briefs.
¹²American Community Survey, Language Spoken at Home by Ability to Speak English for the Population 5 Years and Over. 2013-2017 5-year estimates
¹³Source: 2013 Nielsen. "Significant, Sophisticated, and Savvy: The Asian American Consumer."
¹⁴Source: Nielsen: Diverse Intelligence Series, "Asian-Americans: Culturally Diverse and Expanding Their Footprint"
¹⁵Ibid
¹⁶Ibid
¹⁷Source: National Commission on AAPI and Pacific Islander Research in Education: "The Relevance of AAPIs & Pacific Islanders in the College Completion Agenda"

EDUCATION

Not only are AAPIs highly educated, but they also make up the fastest growing student population across all U.S. colleges and universities. AAPI undergraduate enrollment rates grew from 198K in 1976 to nearly 1.7M in 2019. Because high emphasis on education and academic success is placed on AAPI children at such young states of development, 87% of AAPI high school students immediately enroll in college after completing high school. But, their academic journeys do not stop there. After high school, over 52% of AAPIs acquire a minimum of a bachelor's degree. After acquiring a bachelor's degree, 21% of AAPI graduates go on to earn an advanced degree, including a PhD, master's, medical or law degree. In comparison, national averages show that only 30% of Americans complete a bachelor's, while only 10% go on to complete their advanced degrees.¹⁸



ECONOMIC IMPACTS

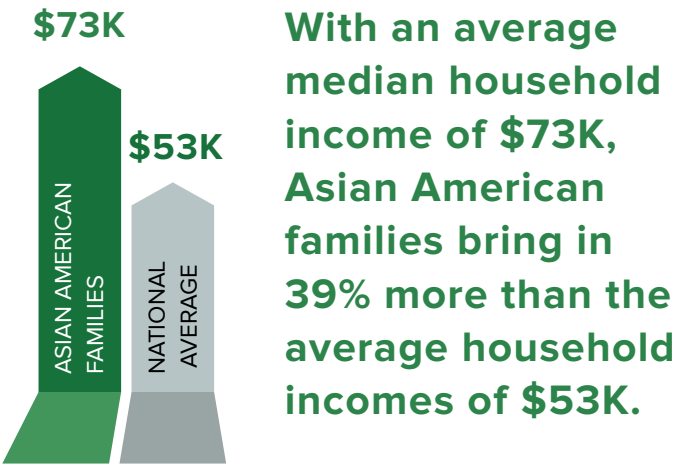
AAPIs are strong contributors to the U.S. economy. AAPIs are business owners, job-creators, and well-educated consumers. Through their economic contributions, AAPIs have demonstrated they are a rigorously disciplined entrepreneurial group that will continue to grow American economies.

INCOME & EMPLOYMENT

THE AVERAGE AAPI HOUSEHOLD INCOME

On average, AAPIs are high earners, both at a household and personal level. With an average median household income of \$73K, AAPI families bring in 39% more than household average incomes of \$53K. However, different AAPI segments produce varied rates of income. For example:

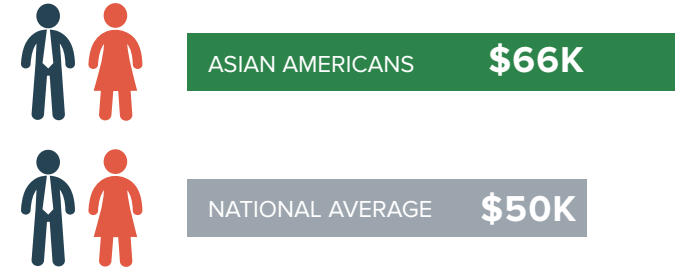
- Indian-Americans average \$100K
- Filipino-Americans average \$80K
- Japanese-Americans and Sri Lankan-Americans average \$74K
- Chinese-Americans average \$69.8K²⁰



AVERAGE AAPI PERSONAL INCOME

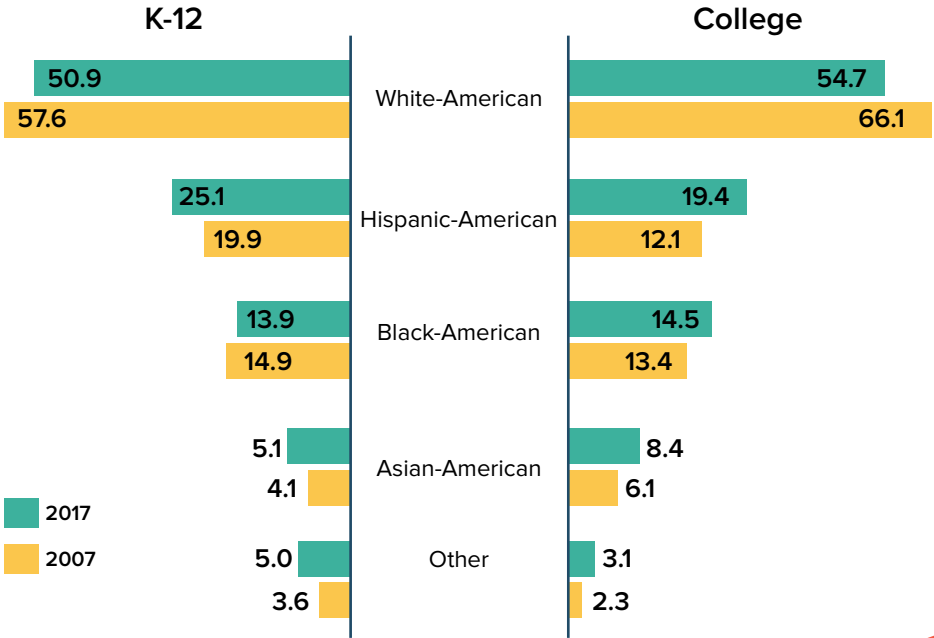
The average individual AAPI income is \$66K, compared to the \$50K individual national average. AAPIs also rank highest for maintaining a savings account, with 86% of the AAPI population holding some sort of savings established²¹. Additionally, nearly 30% of all AAPIs currently own stock in their saving or investment portfolios.

The average for AAPI personal income is \$66K, compared to the \$50K national average.



SOURCES:
²⁰Source: Nielsen: Diverse Intelligence Series, "Asian-Americans: Culturally Diverse and Expanding Their Footprint"
²¹Source: Pew Research Center, "Key facts about Asian Americans, a diverse and growing population".
²²Source: Humphries, J. M. (2017, June). The Multicultural Economy 2017 (Rep.). Retrieved December, 2017, from Selig Center for Economic Growth, University of Georgia
²³Source: Pew Research Center, "Key facts about AAPIs, a diverse and growing population".

SCHOOL ENROLLMENT PERCENTAGE BY RACE

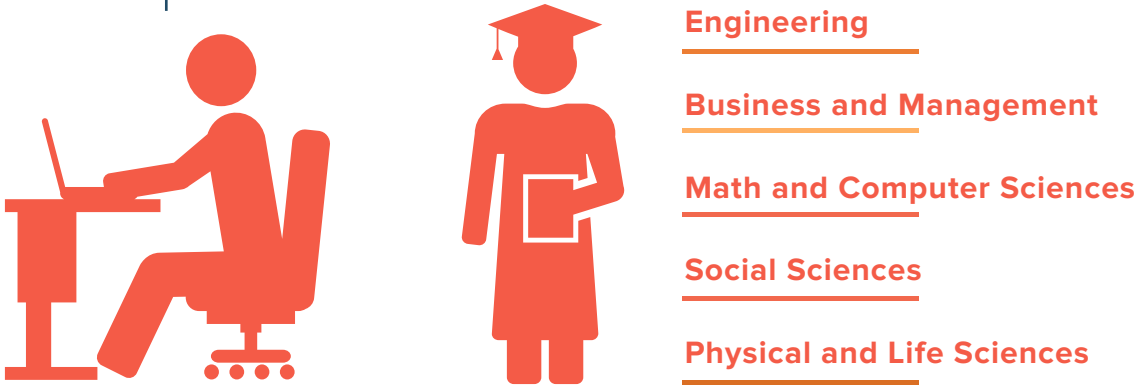


87% of all Asian American high school students graduate and enroll in college.

SOURCES:
¹⁸Source: National Commission on Asian American and Pacific Islander Research in Education: "The Relevance of Asian Americans & Pacific Islanders in the College Completion Agenda"
¹⁹National Center for Education Statistics: Immediate College Enrollment Rate

AAPI students will continue to grow their college enrollment by another 35% by 2020

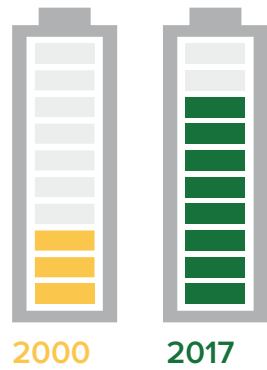
The top fields of study for AAPI students include:



AAPI CONSUMERS

Buying power has increased by 257% between 2000 and 2017 for the AAPI community. Today, AAPI spending accounts for over 7% of total U.S. economic spending. AAPI buying power is estimated to have exceeded \$1 trillion dollars in 2018 and is expected to reach over \$1.3 trillion by 2022. The 257% increase in economic power surpasses the economic growth of all other segments of Americans. At the current purchasing power level, AAPI consumers are the 17th largest economy in the world, just behind Mexico and just ahead of Turkey²¹. Domestically, AAPIs spenders equate to the 4th largest state economy in US, after California, Texas, and New York²². Since 2000, AAPI families have continued to experience growth, and have contributed their growth back into the economy through consumer spending. Since the turn of the century, AAPI family spending has increased nearly 200% and is continuing to grow. Between 2013 and 2014, reports showed an annual average household expenditure of nearly \$62K, a 20% increase from years prior. Compare these numbers to the annual \$52K total American consumers spend each year²³.

The increase in AAPI buying power exceeds the increases in buying power for all other racial and ethnic groups.



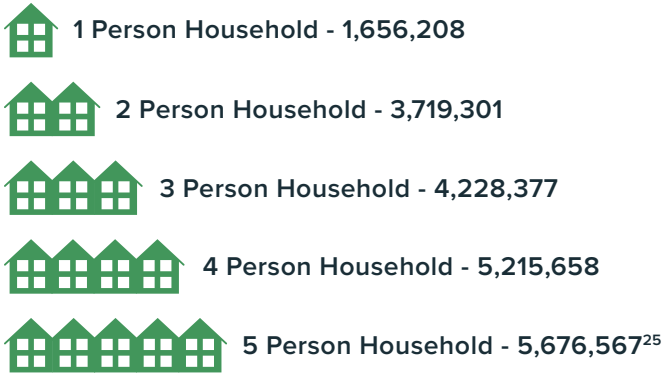
AAPI buying power has increased by 257% between 2000 and 2017.



Domestically, Asian Americans spenders would equate to the 4th largest state economy in the US.

ASIAN AMERICAN HOUSEHOLD SIZES

Because of the family-centric tendencies of AAPI households, consumer decisions are often made for the good of the whole over the individual. As such, it is important to note the number of people living in AAPI households.



“The influx of newly arrived AAPIs has had another profound effect on the composition of AAPI households; these households are larger than those of other U.S. races, with a mean size of 3.41, versus White Americans at 2.96 and Black Americans at 3.28.” - Nielsen

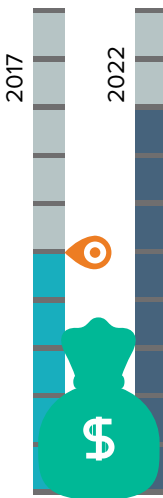


At 61% employment rates, Asian Americans are also the highest employed group out of any minority.

EMPLOYMENT RATES & WEEKLY PAY

At 61% employment rates, AAPIs are also the highest employed group out of any minority. AAPIs have been consistently strong on weekly earnings, when compared to other demographics. In 2017, AAPIs were bringing in average weekly earnings of \$1010. In Fall of 2018, AAPIs were earning the highest wages at an average of \$1,095. With these weekly averages, AAPI earners outpaced all other demographics:

- Black Americans (\$712)
- Hispanic Americans (\$684)
- White Americans (\$931)
- Asian Americans (\$1,095)²⁷



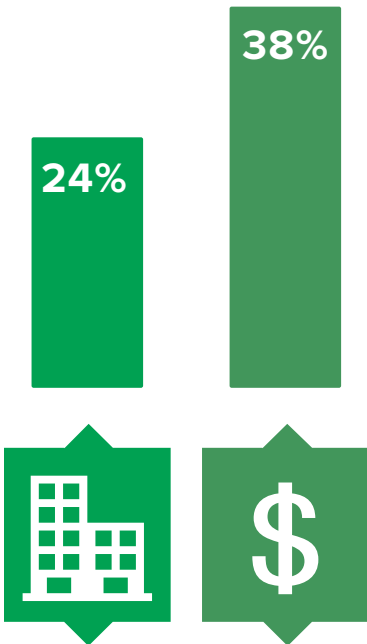
AAPI buying power is estimated to have exceeded \$1 trillion dollars in 2018 and is expected to reach over \$1.3 trillion by 2022.

SOURCES:
²⁴Source: U.S. Census Bureau, American Community Survey, 2014 American Community Survey PUMS File, one-year estimate.
²⁵Source: Bureau of Labor Statistics, Dept. of Labor: “USUAL WEEKLY EARNINGS OF WAGE AND SALARY WORKERS FOURTH QUARTER 2018
²⁶Source: Nielsen: Diverse Intelligence Series, “Asian-Americans: Culturally Diverse and Expanding Their Footprint”

AAPI ENTREPRENEURSHIP

Leading all other groups in new-business sales growth, there are approximately 2 million AAPI owned businesses in the United States with combined sales averaging around \$359K per business, for a total of \$708B overall in annual average sales. The top industries AAPIs are active in participating in include the professional, scientific and technical industries – representing 14% of all AAPI businesses²⁶. These industries accounted for 283K AAPI owned businesses in 2015 alone.

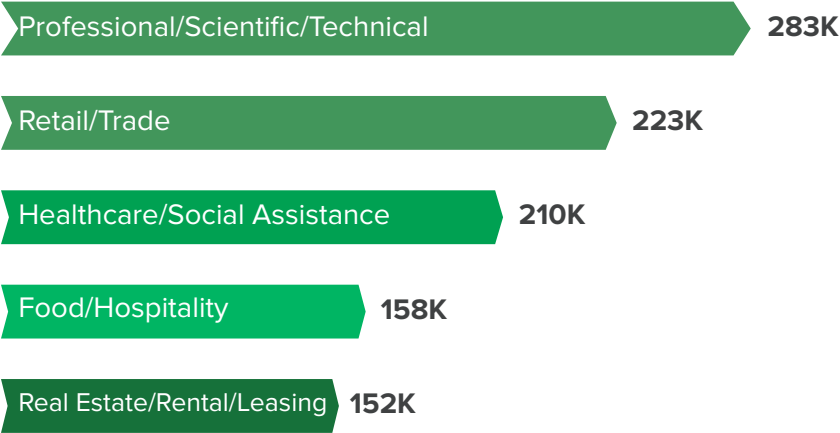
Between 2007 and 2012 the number of AAPI-owned businesses grew 24% and their sales increased by 38%, the highest sales increase of any ethnic group. Not surprisingly, the largest number of AAPI-owned businesses, are located in California, followed by New York (with 12%) and Texas (8%). Between 2007 and 2012, these three states also saw the greatest increases in the number of new AAPI-owned businesses and overall sales revenues. AAPI businesses grew by 101,000 in California, 47,000 in New York, and 43,000 in Texas. Dollar sales grew approximately by \$49 million, \$15 million and \$23 million, respectively in each state.



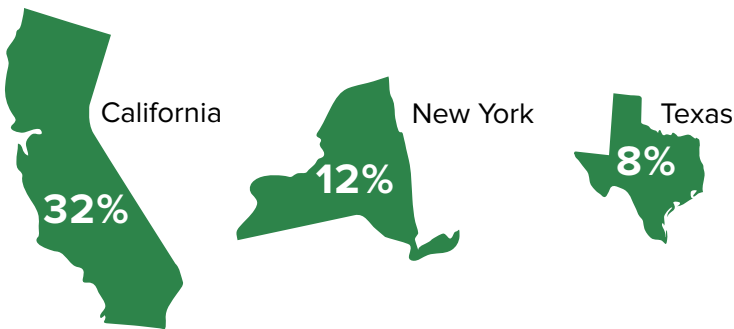
Between 2007 and 2012 the number of Asian-American owned businesses grew 24% and their sales increased by 38%

SOURCES:
²⁷Source: Bureau of Labor Statistics, Dept. of Labor: "USUAL WEEKLY EARNINGS OF WAGE AND SALARY WORKERS FOURTH QUARTER 2018"
²⁸Source: U.S. Census Bureau, Survey of Business Owners, Asian-owned businesses, 2012.
²⁹Source: U.S. Census Bureau, Survey of Business Owners, Asian-owned businesses, 2007 and 2012.
³⁰Source: Nielsen: Diverse Intelligence Series, "Asian-Americans: Culturally Diverse and Expanding Their Footprint"
³¹Source: Ibid

NUMBER OF AAPI OWNED BUSINESSES IN 2012



Fun Fact: 19 of 87 start-up companies valued at over \$1B with potential IPOs were founded by Asian American businessmen and women³¹.



32% of the total in the U.S., are located in California, followed by New York (with 12%) and Texas (8%).

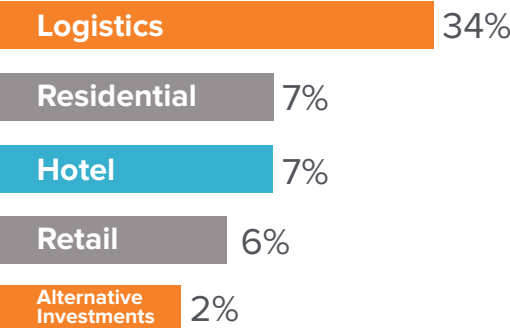
GLOBAL INVESTMENT OUTLOOK FROM ASIA

OVERVIEW

- Asian outbound capital investment in global real estate continued to surge in 2017, reaching approximately **\$45.2B USD** in the first half of 2017 alone – an increase of **98%** year over year.
Source: <https://www.cbre.us/about/media-center/asian-investment-in-global-real-estate-gains-momentum>
- Despite increased restrictions on outbound investment, China continued to lead the way globally in capital investments with **\$25.6B USD** invested globally, and has even surpassed the US as the top cross border investor worldwide.
Source: <https://www.globalrealestateexperts.com/2017/11/chinese-outbound-investment-in-us-real-estate/>
- Headline making deals became the norm, with transactions of over **\$250M USD** representing **74%** of committed investments in 2017, versus **56%** in 2016.
Source: <https://www.cbre.us/about/media-center/asian-investment-in-global-real-estate-gains-momentum>
- The U.S. is still the top destination for Asian capital, with **\$21.9B USD** invested in the first half of 2017.
Source: <https://www.cbre.us/about/media-center/asian-investment-in-global-real-estate-gains-momentum>
- In fact, **47.2%** of all offshore acquisitions in the US originated from Asia, and 7 of the top 10 foreign buyers were based in Asia.
Source: <http://www.us.jll.com/united-states/en-us/Research/US-Investment-Outlook-Q2-2017-JLL.pdf?749f3c69-121b-41fa-85e3-392e74fe977a>
- However, geographic diversity is becoming increasingly important to Asian investors, as the top 5 capital destinations represented just **31%** of all investment, down from **54%** in the H1 2016.
Source: <https://www.cbre.us/about/media-center/asian-investment-in-global-real-estate-gains-momentum>

TYPES OF INVESTMENTS

Office space remained the top priority for investors, accounting for **44%** of all committed capital in H1 2017



Source: <https://www.cbre.us/about/media-center/asian-investment-in-global-real-estate-gains-momentum>

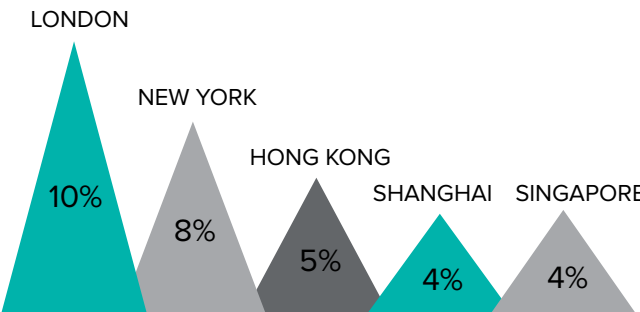
TRENDS

Top Countries through H1 2017

CHINA	\$25.6B USD
SINGAPORE	\$6.8B USD
HONG KONG	\$6.6B USD
SOUTH KOREA	\$2.9B USD
JAPAN	\$1.3B USD

Source: <https://www.cbre.com/research-and-reports/Asia-Outbound-Investment-H1-2017-English>

TOP INTERNATIONAL DESTINATIONS FOR ASIAN CAPITAL THROUGH H1 2017



Source: <https://www.cbre.us/about/media-center/asian-investment-in-global-real-estate-gains-momentum>

CANADA

Asian Canadians (the term Asian Canadian is used as a pan-continental term, which includes Pacific Islanders), represent the largest and fastest growing minority in Canada.

5,008,805 / 15% OF TOTAL CANADIAN POPULATION TOP ASIAN ETHNICITIES

PAKISTANI 215,560

VIETNAMESE 240,615

FILIPINO 837,135

INDIAN 1,374,715

CHINESE 1,769,195
(inc. Hong Kong and Taiwan)

TOP ASIAN IMMIGRANT POPULATIONS

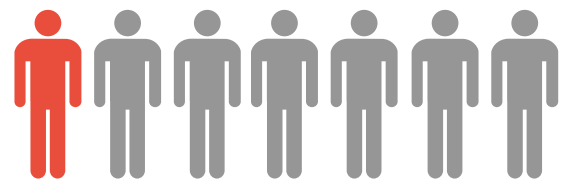
VIETNAMESE 169,250

PAKISTANI 202,255

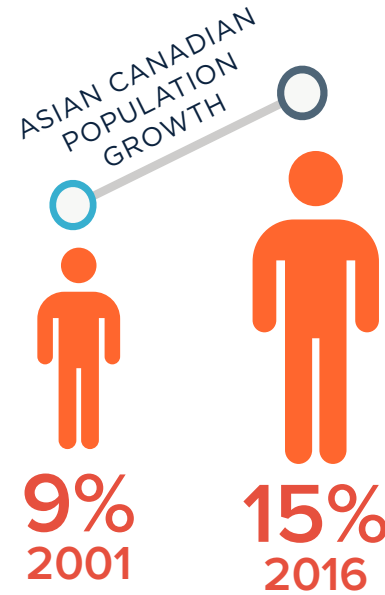
FILIPINO 588,305

INDIAN 668,565

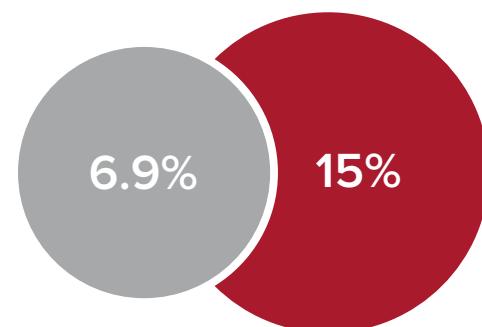
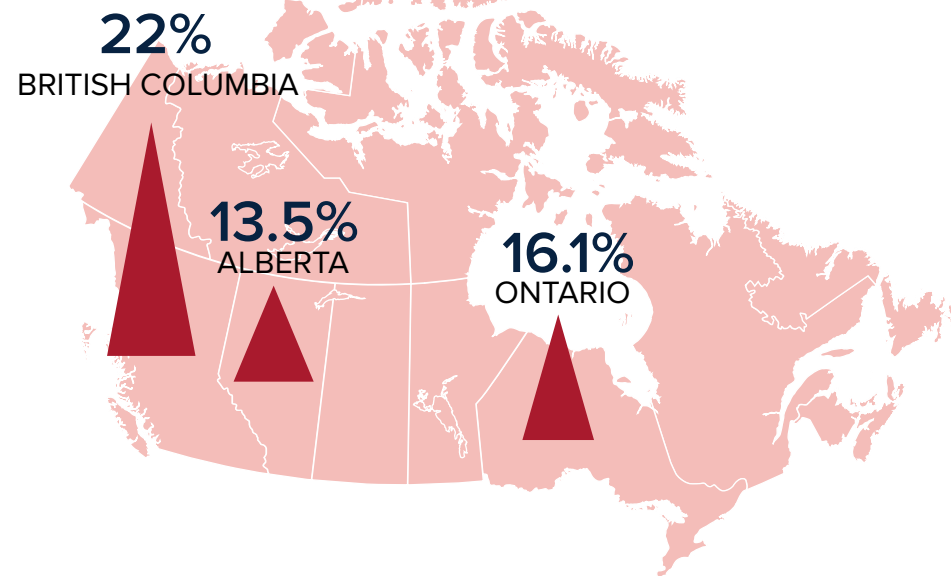
CHINESE 915,285
(inc. Hong Kong and Taiwan)



Nearly 1 in 7 Canadians is of Asian background.



Proportion of Total Population of Asian Major Ethnic Groups, Province



Canada has a significantly larger Asian population (15%) as percent of total than the US (6.9%)

EMERGING MARKETS & REGIONAL DISTRIBUTIONS

AAPIs are expanding beyond the coastal states to pursue better economic opportunities. More than ever, AAPI families are looking to purchase homes and settle their families. Their resettlement may often be guided by either the pursuit of industry, or because of more affordable housing markets. Regardless, AAPI families are moving beyond their traditional home cities and making strides in states across the Midwest and South.

IN THE SOUTH

Since 2000, the South has experienced the greatest growth in AAPI populations. With 23% of all AAPI families living in the South, recent trends highlight further growth and expansion will continue in this region. Southern real estate markets are especially attractive to AAPI families, with large properties available at competitive price points – AAPIs are relocating to the South like never before. In fact, AAPIs in the South purchase twice as much baby needs than the general market in that region (166%), which is greater than a difference of 70% more purchased by total AAPIs in the U.S. compared to the general market. Such consumer habits are indicative of the larger shift many AAPIs reflect in their desires to grow families in the South.

23% of all AAPI families live in the South



SOURCES:

³²Nielsen. Diverse Intelligence Series: "Asian-Americans: Culturally Diverse and Expanding Their Footprint"

³³U.S. Census Bureau: "The Asian Population: 2010". 2010 Census Briefs.

As AAPI families continue to relocate and immigrate, their increased population numbers will undoubtedly affect developing markets everywhere. The migration of AAPIs is an on-going trend that has been occurring over the course of the last decade. The economic opportunities to engage with this moving demographic is vast, as is the economic growth that the AAPI community can bring with them, wherever they go.

SOUTHERN SNAPSHOT

Foreign born: 61%

Mean age: 33.4

Married: 58%

Average household size: 2.9

Bachelor's degree or more: 53%

Median household income: \$84.8K

Language other than English at home: 68% (major language: Vietnamese)

NEW SECTION

POPULATION GROWTH

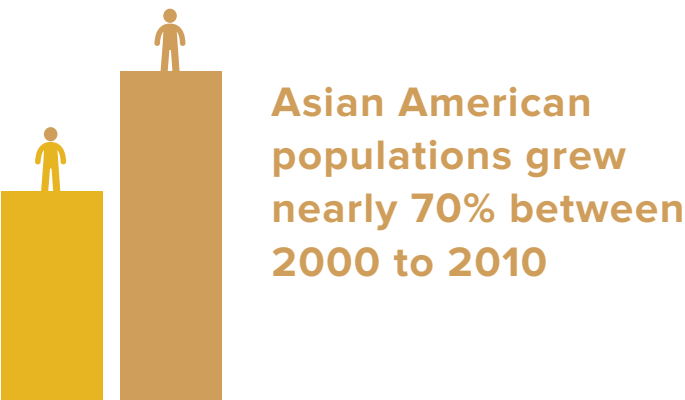
The inevitable growth of AAPIs in Southern states is evident. Through a combination of recent immigration, relocations, and new births, AAPI populations grew nearly 70% between 2000 to 2010. No other ethnic group experienced greater growth in any region within that decade. Furthermore, no other region other than the South experienced such vast AAPI population growth.

Between 2009 and 2014, the South continued to experience the highest increase in AAPI population growth with an additional 33% growth. In addition, some of the fastest growing AAPI populations occurred within North Carolina and Georgia; two states that respectively saw an 89.5% and 85.6% population increase in AAPIs between 2000 and 2012. After California and New York, Texas is the State with the largest population of AAPI families with over 1.6M AAPIs reportedly living there.

SOUTHERN AAPI ECONOMICS

The median AAPI Household income in the South was \$84.8K, significantly higher than the total population median of \$69.1K. AAPI buying power has also drastically increased in the last decade. AAPIs contributed \$133B to Southern economies in 2010, \$189B in 2015, and are estimated to gross more than \$264B by 2020. Between 2000 and 2014, AAPI families in Texas and Arkansas also increased their spending power, by 36.1% and 36.7% respectively.

The scientific and technical, retail, and health care industries rank as some of the largest employment industries for AAPIs in this region. Educational services and manufacturing also are big employers in the South as well. In Texas, the highest growth in number of Asian owned businesses came in health care and social assistance related businesses. Texas also ranks third in highest AAPI buying power with AAPI spending coming in at \$56M. Virginia follows Texas in the South, where AAPI spending accounts for \$25M . Industries focusing on science,



Ethnic Breakdown (In the South)



Top Cities for Relocation

- Arlington (VA)
- Alexandria (VA)
- Houston (TX)
- Woodlands (TX)
- Sugarland (TX)
- Dallas/Ft. Worth (TX)
- Arlington (TX)



In 2014, the U.S. Census estimated these cities attracted over 235K new Asian American families.

technical trades and healthcare employ nearly 30% of all AAPIs workers in Southern states. Alabama, Arkansas, Georgia, and Kentucky each experienced 60-100% growth in AAPI businesses between 2002 and 2007.

The South invites more AAPI families to resettle than any other region in the United States. As AAPI families continue to relocate, they will change the surrounding economic environment through their symbiotic relationship with local economies. It is clear; AAPI families are interested in spending their resources and staying for generations to come.

IN THE MIDWEST

Although the Midwest is home to only 12% of all AAPIs living in the United States, more AAPI families are relocating to this region over the last few years. Similar to many of the economic factors that attract AAPI families to the Southern Region, AAPIs are flocking to the Midwest to find better housing and economic opportunities.

POPULATION GROWTH

The Midwest is just second to the South when it comes to growth in the AAPI demographic. Between 2000 and 2010, Midwestern AAPI populations grew 47.5%. Then again between 2009 and 2014, the Midwest experienced an additional 29% increase in AAPI populations.

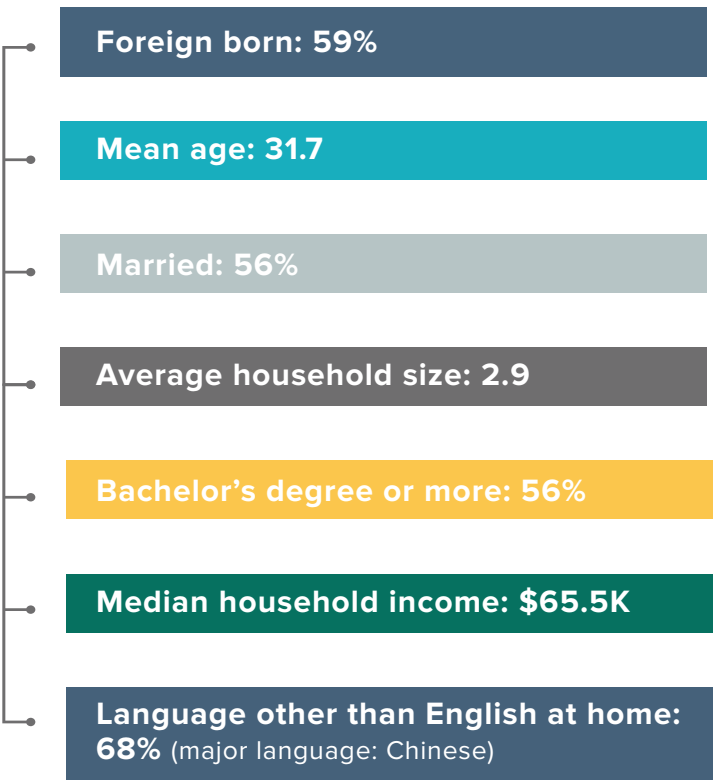
North Dakota is home to one of the fastest growing AAPI populations, with an increase of 85% between 2000 and 2012. In addition to North Dakota, several counties across the Midwest reported high aggregate growth according to the 2010 Census. Counties in Chicago (IL), Ramsey and Minneapolis (MN) had concentrations of AAPIs increase up to approximately 25%. In addition to Minnesota, several smaller counties in Ohio, Iowa, and Indiana grew their AAPI populations by 200% within the decade leading up to the 2010 Census .

SOURCES:
³⁴Source: U.S. Census Bureau. American FactFinder. Asian Americans.
³⁵Source: U.S. Census Bureau, American Community Survey, 2014 American Community Survey PUMS File, one-year estimate.
³⁶Nielsen. Diverse Intelligence Series: "ASIAN-AMERICANS: CULTURALLY CONNECTED AND FORGING THE FUTURE"

AREAA IN THE SOUTH

As AAPI populations in the South continue to grow, AREAA responded with the addition of opening AREAA Greater Birmingham in 2019. As members of our community highlighted the need for a local chapter to serve AAPI communities in the South, Alabama became a focal point. Many AAPI families have resettled into Alabama seeking homeownership and investment opportunities, following several industries and companies who have also relocated, including; Honda, Toyota, Hyundai, Mazda, and Airbus. As AAPI families continue to resettle into the Southeast region of the United States, AREAA is committed to serving the AAPI community in the housing, investment, commercial and lending markets in order to advance AAPI home and property ownership.

MIDWEST SNAPSHOT



North Dakota is home to one of the fastest Asian American populations, with an increase of 85% between 2000 and 2012.

SOURCES:
³⁴Source: U.S. Census Bureau. American FactFinder. Asian Americans.
³⁵Source: U.S. Census Bureau, American Community Survey, 2014 American Community Survey PUMS File, one-year estimate.
³⁶Nielsen. Diverse Intelligence Series: "ASIAN-AMERICANS: CULTURALLY CONNECTED AND FORGING THE FUTURE"

Top Cities for Relocation

Chicago (IL)
Naperville (IL)
Elgin (IL)
Bloomington (IN)
Minneapolis (MN)
Saint Paul (MN)



The Michigan cities of Detroit, Warren and Dearborn were reported to attract another 33K immigrants in 2014. Chicago itself is home to nearly 3M Asian Americans.

MIDWEST AAPI ECONOMICS

The median AAPI Household income in the Midwest is \$90.7K, significantly higher than the total population median of \$66.8K. AAPIs are also a key contributor to consumer spending in the Midwestern Region, where they were able to nearly double their purchasing power. In 2010, AAPIs produced \$66B in purchasing power. By 2015, they were able to spend \$90B. Estimates show that AAPIs will increase their purchasing power to \$117B by 2020. These numbers are no surprise, when examining the Midwest's affordable housing markets and the AAPI community's levels of income.

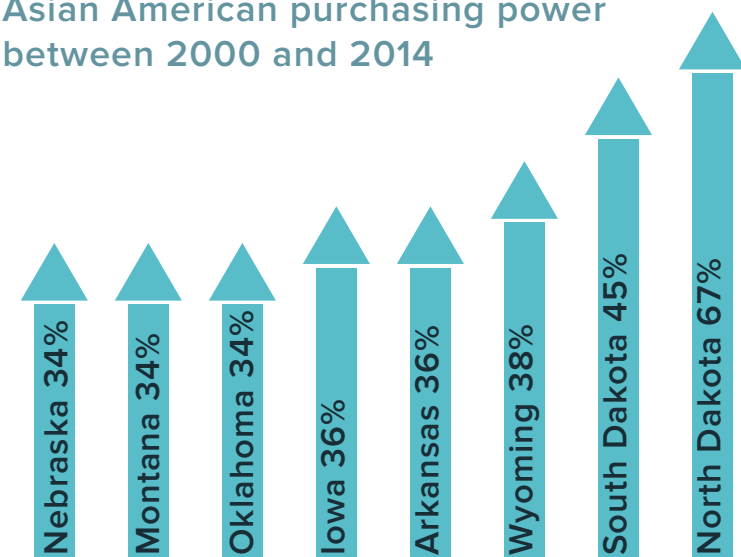
In the Midwest, the most common industries for employment for AAPIs include the manufacturing and healthcare sectors. Together, these industries employ over 30% of all AAPIs living in the Midwestern region. AAPI entrepreneurs in Illinois own more than 59,000 businesses, employing nearly 103,000 people with an annual payroll of nearly \$3.2 billion. AAPI-owned firms employ more people and dispense more in payroll than firms owned by other racial groups in this region³⁶.

Much like the South, AAPIs are flocking to the Midwestern region of the United States to pursue the manufacturing, healthcare, and scientific industries. With more affordable housing markets and costs of living when compared to counties in California and New York, AAPIs are laying roots

Ethnic Breakdown (In the Midwest)



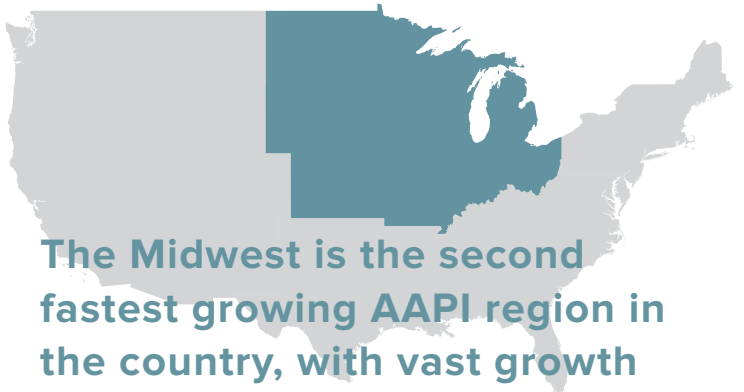
More than any region, Midwestern states saw the greatest increase in Asian American purchasing power between 2000 and 2014



in the Midwest with their families. Nielsen screening surveys analyzing purchasing habits and media consumption of AAPIs highlight an over index intake of household goods, fresh foods, television and time spent on video game platforms³⁷. These key factors are staples to suburban families and reflect the habits of the AAPI families that will continue to relocate into the Midwest. One factor that stands out to Midwestern AAPIs when compared to all other regions is how viewers in this region resonate with same-language programming.

Nielsen reports that this shows consumers in the Midwest are looking for authentic cultural connection offered by same language, same culture content³⁸.

The Midwest is the second fastest growing AAPI region in the country, with vast growth of AAPI populations each decade. AAPIs currently living on coastal states will continue to migrate inland toward the Midwest to settle their families.



The Midwest is the second fastest growing AAPI region in the country, with vast growth of Asian American populations each decade.

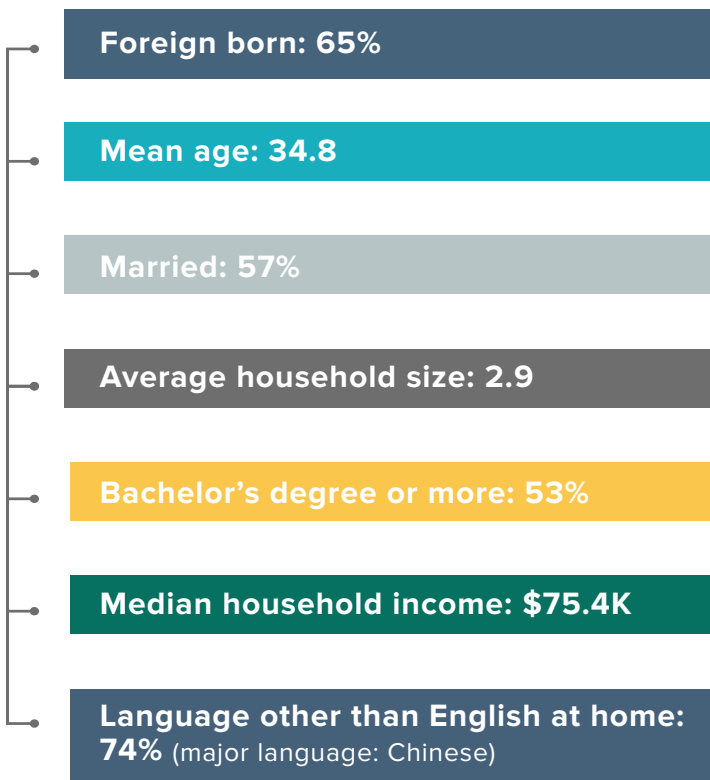
IN THE NORTHEAST

The Northeast is a major region for AAPIs. 20% of all AAPI families live in the Northeastern states. Historically, the metropolitan areas of New York, Massachusetts, and Washington DC have been top destinations for immigrants. Not only do AAPIs have the highest population density in the West and Northeast, when compared to the South and Midwest, but their cultural influence is also strongest and most visible on the coastal states. In the Northeast, there is a strong AAPI community active in every aspect of life: food, economy, and entertainment and recreation.

POPULATION GROWTH

Despite the large number of AAPIs that have resided in the Northeast, this region still continues to experience population growth. Between 2000-2010, the AAPI community grew 44.8% in the Northeast. Then again between 2009 and 2014, AAPIs in this region experienced another 26% increase in population size. Just like national trends, AAPIs are also the fastest growing demographic in this region as well. According to the US Census, 25% of the AAPI population in the Northeast is under the age of 18.

NORTHEAST SNAPSHOT



SOURCES:

³⁷U.S. Census Bureau: "The Asian Population: 2010". 2010 Census Briefs.

³⁸Asian Americans Advancing Justice. A Community of Contrasts: "Asian Americans, Native Hawaiians and Pacific Islanders in the Midwest"

³⁹Source: Nielsen Homescan, Total Shopper View, Total U.S., 52 weeks ending December 26, 2015.

⁴⁰Nielsen. Diverse Intelligence Series: "Asian-Americans: Culturally Diverse and Expanding Their Footprint"

⁴¹Source: 2014 American Community Survey 1-Year Estimates, PUMS data tabulated by EthniFacts; Asian category and Asian alone.

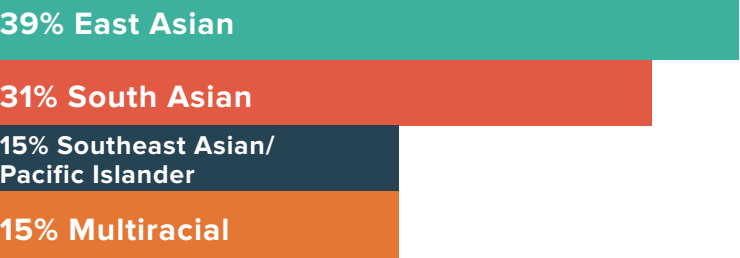
Top Cities for Relocation

- New York (NY)
- Newark (NJ)
- Jersey City (NJ)
- Washington (DC)
- Boston (MA)
- Cambridge (MA)
- Philadelphia (PA)
- Camden (PA)



In Massachusetts, Pennsylvania, and Maryland; Asian Americans account for over 1.27M residents. In New Jersey, Asian Americans make up 10% of the State’s entire population. In Queens County, NY, Asian Americans account for 668,263 residents.

Ethnic Breakdown (In the Northeast)



NORTHEASTERN AAPI ECONOMICS

AAPIs have a symbiotic relationship with the Northeastern economy. The median AAPI household income in the Northeast is \$109K; 14.8% higher than the total population median of \$95K. Regional AAPI purchasing power is reflective of the overall economic contributions that AAPIs make in this region. In 2010, AAPIs held \$133B in buying power, only to increase to \$178B in 2015. Estimates show that AAPI buying power will increase to over \$237B by 2020.

In the Northeast, AAPIs are most likely to work in the professional, scientific and technical, or health care industries. Other big areas of employment in this region include the arts and entertainment, retail, and manufacturing. Scientific, manufacturing, and healthcare employ over 37% of all AAPIs in the Northeast.

In New York alone, AAPI owned businesses grew their sales 29% between 2007 and 2012, from \$51M to \$66M. Transportation, professional science, technical, and retail business owners made up 34% of all AAPI owned business. The largest AAPI consumer markets in the Northeast include New York, Massachusetts, and New Jersey. These three states collectively produce a consumer market valued just over \$171B, more than the combined purchasing power parity (collective GDP) of Honduras, Laos, and El Salvador together.

Data from the Census Bureau’s Survey of Business Owners show that AAPI-owned businesses in the New York Metropolitan Statistical Area (MSA) alone employed over 290,000 people and dispensed more than \$10 billion in annual payroll.⁴²

IN THE WEST

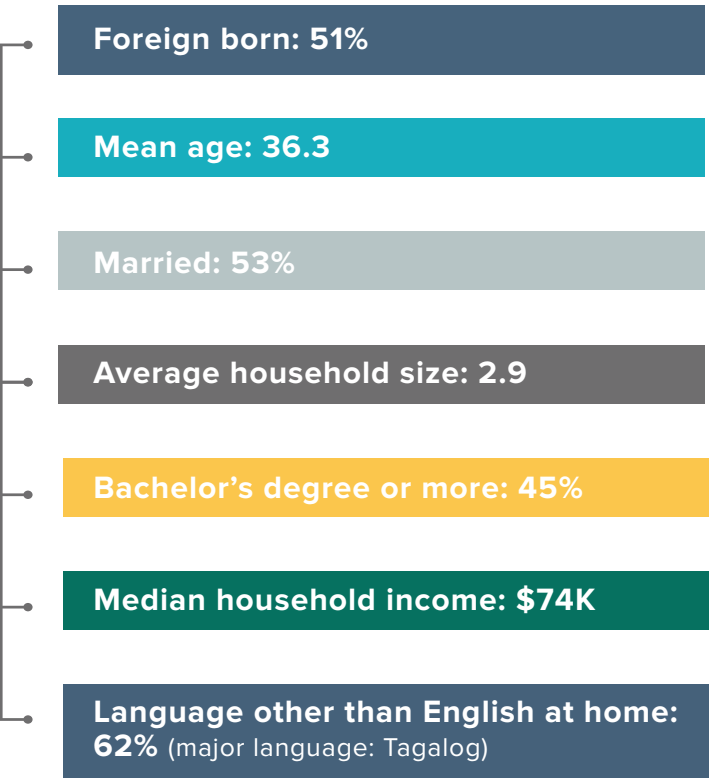
The West has historically been home to the majority of AAPIs in the United States. Today, 46% of all AAPI live in the Western region. Chinese and Japanese immigrants were some of the first Asian groups to settle into California. Like every other region in the U.S., AAPIs continue to be the fastest growing demographic in the West. While California has traditionally held the highest density of AAPI in the region, recent shifts show that AAPIs are now moving towards other states including Nevada, Colorado, and Arizona. More than any other region, AAPI cultures are best represented in the West. From San Francisco's historic Chinatown, to smaller ethnic communities across the region. AAPIs have made their mark through their influence on food, arts, and culture.

POPULATION GROWTH

Although the majority of AAPI live in the West, this region still sees substantial growth in AAPI populations each year. Between 2000-2010, AAPIs in Western states increased by 36.6%, only to grow an additional 21% between 2009 and 2014. California historically accounts for the largest AAPI population, where 16% of the entire AAPI population is represented.

According to the 2010 Census, Nevada and Arizona are now attracting immense numbers of AAPI resettlement. From the previous decade, Arizona grew its AAPI population by nearly 104%. Nevada ranked as the state with the fastest growing AAPI population, increasing AAPI residents by over 122% between 2000 and 2012.

WEST SNAPSHOT



Some of the top states in the West for AAPI population include:



SOURCES:
⁴²Source: U.S. Census Bureau. American FactFinder. Asian Americans.
⁴³Nielsen. Diverse Intelligence Series: "Asian-Americans: Culturally Diverse and Expanding Their Footprint"
⁴⁴Asian Americans Advancing Justice. A Community of Contrasts: "Asian Americans, Native Hawaiians and Pacific Islanders in the Northeast"

WESTERN AAPI ECONOMICS

AAPIs are an integral part of the economic markets of the Western U.S. AAPI purchasing power is highest in California, where families contributed \$250M into the economy in 2010. AAPI purchasing power in Western states comprised a value of \$272B. By 2015, AAPIs contributed \$368B into the region’s economy. It is then estimated that through continued population and economic growth of AAPI, that the AAPIs in this region will exceed \$472B by 2020.

By 2017, the largest AAPI consumer markets in the West included California, Washington and Hawaii. Californian AAPI grew their purchasing power to over \$323B. Although the latter states hold much smaller markets, AAPIs are still contributing \$39B into Washington’s economy and \$30B in Hawaii.

The median household income of AAPI living in the West is nearly 10% higher than the total population average; AAPIs earn \$96.1K while the average population is estimated to earn \$87.4K. AAPI owned business sales are varied in the West, yet were still able to grow sales from \$182M to \$231M between 2007 and 2012.

The healthcare, science & technical, and entertainment & recreation industries employ 38% of all AAPI workers in the West. AAPI business owners continue to thrive in this

economic region, where scientific & technical, hospitality & food services, and health care make up 45% of all AAPI owned businesses.

In Arizona, AAPI owned businesses increased 60% between 2002 and 2007. The 16K businesses in this state provided jobs for over 31K people and providing nearly \$806M in pay to American households. Purchasing power for Arizonian AAPIs expanded to over \$9.2B in 2014. In Hawaii, 57K AAPI-owned businesses employed nearly 112K employees and helped provide \$3.5B in payroll. This economic stimulus is estimated to increase AAPI purchasing power in Hawaii’s economy to nearly \$35B by 2019. Las Vegas, Nevada’s metro area is another economic hub for AAPIs. 15K AAPI businesses dispensed \$539M to 19K employees. Estimates show that the increase in AAPI businesses will grow AAPI purchasing power to \$12.6B in Nevada.

In Oregon, one quarter of all AAPI businesses are small businesses with less than 20 employees – a proportion higher than any other racial group. The 13K businesses in Oregon provide nearly \$535M in payroll to over 27K Oregonians, allowing this demographic to contribute \$8.3B by 2019. In Seattle, Washington’s metro area, AAPIs owned nearly 30K businesses where they were able to pay out \$1.3B to 51K employees. Between 2000 and 2014, AAPI purchasing power tripled to \$26.4B and is projected to grow \$35B by 2019.

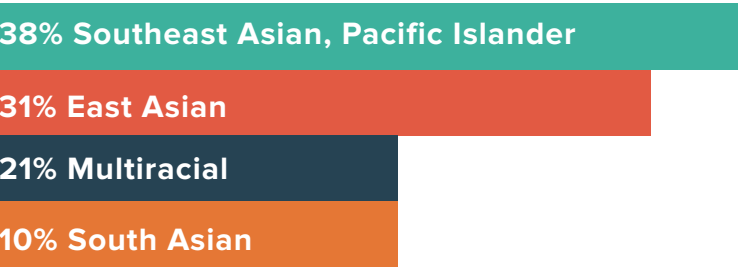
Top Cities for Relocation

- Los Angeles (CA)
- Long Beach (CA)
- Anaheim (CA)
- San Francisco (CA)
- Seattle (WA)
- Tacoma (WA)



Other cities to note include are Phoenix, Mesa, and Scottsdale, which attracted over 33K new Asian American immigrants.

Ethnic Breakdown (In the West)



SOURCES:
⁴³Source: “Asian Americans Advancing Justice. A Community of Contrasts: “Asian Americans, Native Hawaiians and Pacific Islanders in the West”

AAPI HOMEOWNERSHIP

AAPIs continue to make the largest gains amongst any other group of Americans when it comes to homeownership. However, because many AAPI homes live in multi-generational homes, their numbers may be slightly skewed compared to other groups. Zillow Research Group conducted studies showing that by 2016, 58.1% of AAPI households owned a home. Compare these numbers to data recorded in 1900, where only 10.1% of all AAPIs owned housing. Zillow continued to show research revealing that Asian homebuyers produced the most buying power in housing markets, and on average, could afford to purchase homes at price points in excess of \$155K greater than the average purchase prices of other groups⁴⁴. The highest Asian homeownership rates are in Riverside, Calif. (70.3 percent), Washington, D.C. (68.7 %), Orlando (67.6 %), Houston (67.3%) and Miami (66 %)⁴⁵.

Since 2010, AAPIs have continued to be the most active minority participant in the housing and mortgage market, both in total applications and total amounts originated. High incomes and rates of education, high credit scores (when they can be scored), and low Loan-to-Value and Debt-to-Income ratios make AAPI typically well positioned to be homeowners⁴⁶. However, AAPI homeownership still falls behind national average and significantly behind Non-Hispanic Whites. Many reasons contribute to this, including language barriers, lack of knowledge, and lack of education in the home-buying process. Nationwide, the number of AAPI homebuyers has increased 27% since 2001 .

US CENSUS REPORTS ON THE INCREASE OF HOMEOWNERSHIP RATES BY RACE FROM 2015-2018

YEAR/QUARTER	Non-Hispanic White Alone	Black Alone	Asian, Native Hawaiian and Pacific Islander Alone	Hispanic (of any race)
2018 Fourth Quarter	73.6	42.9	58.1	46.9
2018 Third Quarter	73.1	41.7	58.2	46.3
2018 Second Quarter	72.9	41.6	58.0	46.6
2018 First Quarter	72.4	42.2	57.3	48.4
2017 Fourth Quarter	72.7	42.1	58.2	46.6
2017 Third Quarter	72.5	42.0	57.1	46.1
2017 Second Quarter	72.2	42.3	56.5	45.5
2017 First Quarter	71.8	42.7	56.8	46.6
2016 Fourth Quarter	72.2	41.7	56.6	46.3
2016 Third Quarter	71.9	41.3	55.6	47.0
2016 Second Quarter	72.1	41.7	53.7	45.1
2016 First Quarter	72.1	41.5	55.7	45.3

⁴⁴Source: Zillow Research Group: “Why White and Asian Home Buyers Have an Advantage Over Black, Hispanic Buyers
⁴⁵Source:The highest Asian homeownership rates are in Riverside, Calif. (70.3 percent), Washington, D.C. (68.7 percent), Orlando, Fla. (67.6 percent), Houston (67.3 percent) and Miami (66 percent).
⁴⁶Source: Zillow Research Group: “Why White and Asian Home Buyers Have an Advantage Over Black, Hispanic Buyers”

For homeownership rates by race, the fourth quarter 2018 homeownership rate for Non-Hispanic White Americans householders reporting a single race was highest at 73.6%. The rate for AAPI, Native Hawaiian and Pacific Islander American households was second at 58.1% . As of 2017, Zillow reported AAPI families earning a median income of \$82,627 could afford homes worth an average of \$541,505, allowing the purchasing power to buy 85.2% of all listings nationwide .

HOME BUYING TRENDS & LOANS DATA

By 2017, AAPIs continued to see increases in their loan amounts, meaning that their overall real estate purchasing power has continued to grow. AAPIs borrowers continued to take out the largest loan amounts according to HMDA's 2017 report, average purchases just over \$390K and \$368K in refinancing. Below is HMDA's table on the average value of home-purchase loans.

HMDA DATA: THE AVERAGE VALUE OF HOME-PURCHASE LOANS, 2014-2017.

Borrower race and ethnicity	2014	2015	2016	2017
Asian	344	350	373	390
Black or African American	199	209	217	224
Hispanic White	198	209	220	230
Non-Hispanic White	231	239	246	254

*Data is shown in thousands

The chart above shows that the average loan amount for AAPI buyers alone has increased nearly 40% from 2004 and 2017. When compared to all other buying groups in 2017, AAPIs on average were taking out the largest loan amounts compared to the average population⁵⁰.

HMDA ALSO REPORTED THAT ASIAN AMERICANS REFINANCED THE LARGEST AMOUNTS BY 2017, AS SHOWN IN THE CHART BELOW:

Borrower race and ethnicity	2014	2015	2016	2017
Asian	341	363	368	368
Black or African American	174	199	212	213
Hispanic White	190	214	228	223
Non-Hispanic White	216	239	251	238

SOURCES:

⁴⁷Ibid

⁴⁸Source: Courchane, M., Gailey, A., Darolia, R. (2014, July 22). "Borrowers from a Different Shore: Asian American Outcomes in the US Mortgage Market"

⁴⁹Source: Joint Center for Housing Studies. Harvard University. "State of the Nations Housing"

⁵⁰U.S. Census Bureau: QUARTERLY RESIDENTIAL VACANCIES AND HOMEOWNERSHIP, FOURTH QUARTER 2018

⁵¹Zillow Research: "Why White and Asian Home Buyers Have an Advantage Over Black, Hispanic Buyers"

According to HMDA's 2018 data below, AAPI families applied for the most applications for conventional home-purchase loans, in terms of both the highest number and dollar value, out of any minority group.

DISPOSITION OF APPLICATIONS FOR CONVENTIONAL HOME-PURCHASE LOANS 1- TO 4- FAMILY AND MANUFACTURED HOME DWELLINGS, BY RACE, ETHNICITY, GENDER AND INCOME OF APPLICANT, 2017

APPLICATIONS RECEIVED				LOANS ORIGINATED		
	Number	\$000's	% of Total Approved	Number	\$000's	% of Total Dollars Originated
AAPI	323,882	126,121,191	71.27%	230,816	88,648,560	70.29%
AFRICAN AM.	190,552	36,849,656	53.41%	101,772	22,690,555	61.58%
WHITE	2,955,150	77,2313,660	72.29%	2136,259	575,203,707	74.48%
HISPANIC	318,213	66,930,104	61.95%	197,129	45,304,698	67.69%

DISPOSITION OF APPLICATIONS FOR FHA, FSA/RHS, AND VA HOME-PURCHASE LOANS, 1- TO 4- FAMILY AND MANUFACTURED HOME DWELLINGS, BY RACE, ETHNICITY, GENDER AND INCOME OF APPLICANT, 2018

APPLICATIONS RECEIVED				LOANS ORIGINATED		
	Number	\$000's	% of Total Approved	Number	\$000's	% of Total Dollars Originated
AAPI	48600	14492631	69.44%	33,746	9,943,960	68.61%
AFRICAN AM.	228,798	48,728,505	65.30%	149,399	32,516,591	66.73%
WHITE	1,354,700	300,420,575	73.65%	997,726	223,725,931	74.47%
HISPANIC	276,283	60,971,642	69.83%	192,919	43,148,493	70.77%

DISPOSITION OF APPLICATIONS TO REFINANCE LOANS ON 1- TO 4- FAMILY AND MANUFACTURED HOME DWELLINGS, BY RACE, ETHNICITY, GENDER AND INCOME OF APPLICANT, 2018

APPLICATIONS RECEIVED				LOANS ORIGINATED		
	Number	\$000's	% of Total Approved	Number	\$000's	% of Total Dollars Originated
AAPI	201,457	97,709,685	53.32%	107,417	49,713,787	50.88%
AFRICAN AM.	311,046	7145,5419	36.27%	112,819	27,050,477	37.86%
WHITE	3,063,290	1,059,674,454	53.92%	1,651,767	508,709,941	48.17%
HISPANIC	391,872	123,130,853	47.79%	175,538	55,619,900	45.17%

2019 AREAA POLICY POINTS

Although AAPIs have achieved vast amounts of success and growth in recent decades, many challenges remain. As AREAA continues our commitment to the AAPI and Pacific Islander populations, we are prioritizing three critical issues this year that will help close the homeownership gap.

LANGUAGE ACCESS

As part of our advocacy efforts, AREAA has been working with the Federal Housing Finance Agency's (FHFA) 2018 Scorecard for Fannie Mae, Freddie Mac, and Common Securitization Solutions that requires the enterprises to continue to support access to credit for mortgage-ready borrowers with limited English proficiency (LEP). This includes the creation of an online clearinghouse to provide a centralized collection of resources to assist lenders, servicers, and housing counselors in serving LEP borrowers. Asian languages that are being included in this project are Chinese, Tagalog, Korean and Vietnamese.

ALTERNATIVE CREDIT

AREAA advocates for bringing the credit scoring system into the 21st century, by allowing lenders to responsibly account for different cultural and lifestyle backgrounds. Access to credit is fundamental to being able to qualify for a home loan, yet many AAPIs lack a substantial enough history, or have no credit history at all, due to coming from cultural backgrounds that do not favor taking on debt. By taking into account common sense criteria such as rent or utility payments, which are currently not counted toward a person's credit score, hundreds of thousands of AAPI and millions of Americans (especially millennials) would be considered loan-worthy without having to sacrifice the underwriting standards in lending created in the wake of the housing crash of 2007-2008.

LACK OF DIVERSITY & INCLUSION

The housing, lending, and financial sectors have been reported as some of the least inclusive and diverse industries according to the U.S. Government Accountability Office⁵¹. AREAA echoes the need for the expansion of Section 342 of the Dodd-Frank Wall Street Reform and Consumer Protection Act of 2010. Agencies, companies and regulatory bodies should be held accountable to increase multicultural outreach efforts while actively advocating for greater racial and gender

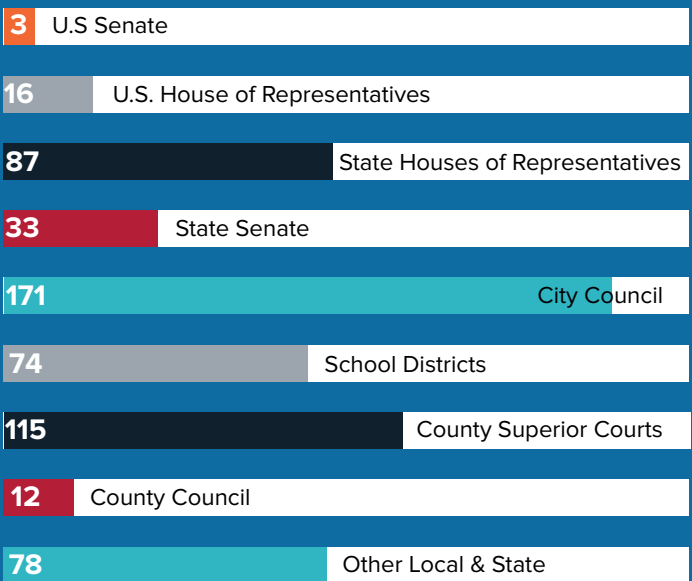
representation within their own internal bodies. Furthermore, each of the GSEs and federal agencies should continue to expand their office of Minority and Women Inclusion. These initiatives should not be seen as punitive measures, but instead be celebrated as progress that aligns with America's shifting economic forces.

AAPI REPRESENTATION

As the population of Asian American demographics continue to rise, AAPI representation in public office will coincide. There are more AAPI in public office than ever before. With public figures including Senators Kamala Harris and Tammy Duckworth, AAPI in public office are continuing a longstanding tradition of service and duty.⁵⁴



AAPI PUBLIC OFFICE HOLDERS



ABOUT AREAA

The Asian Real Estate Association of America is a non-profit trade organization dedicated to empowering our members to improve the lives of the AAPI community through real estate. Our work focuses to increase homeownership to the Asian American and Pacific Islander communities. We achieve this mission through advocacy, business development, and education.

AREAA represents over 17,000 members represented across 41 chapters. Our membership is made of successful individuals representing the largest brands across the banking, brokerage, lending and development industries.

EDUCATION, INCOME, EXPERIENCE

74% of our members hold a minimum of a four-year degree and earn an average income of nearly \$160K, 60% higher than the average income the National Association of Realtors® reports for their membership. The average AREAA member is a seasoned industry veteran, with 14 years of experience in their respective industry.

ETHNIC DIVERSITY

AREAA is represented by 50 different ethnicities. Our community is both multilingual and multicultural. 38% of our members are immigrants with all but 9% of members immigrating to the United States after 1970.

WHY WE NEED YOUR HELP

Our members and partners enable us to carry out our vision and mission to represent the Asian American community in both advocacy, homeownership and education. Without your support, we would not be able to produce this report or educate the public about the rising economic force that is the AAPI community.

Through your support, we provide excellent national events where we educate and develop our membership. We believe that events such as ours are vital to developing successful Asian American leaders in the brokerage, lending, banking, and real estate industries. With greater



OVER 17,000
MEMBERS



41
CHAPTERS



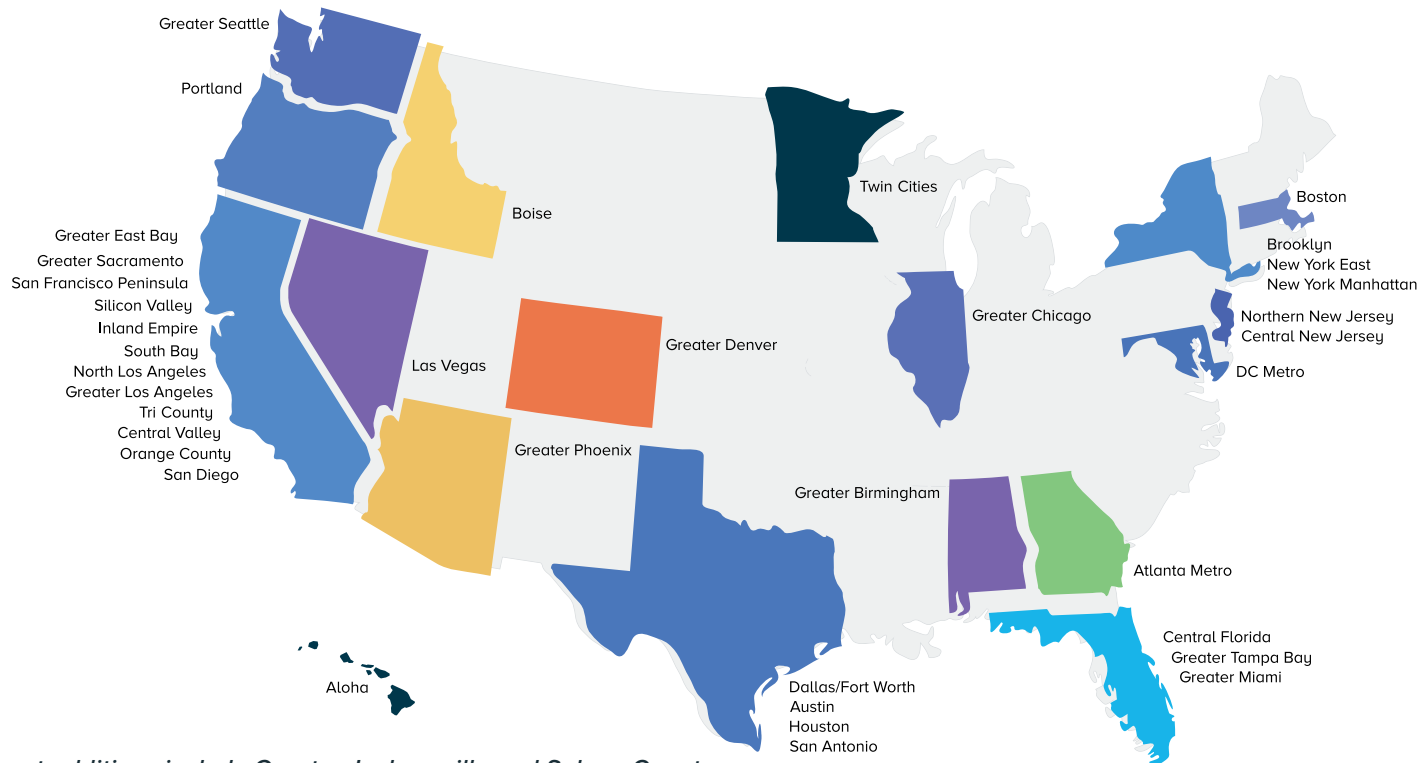
51
ETHNICITIES

leadership and success in these industries, Asian Americans representation grows. The individual success of our membership is important and vital to AREAA, because it elevates the greater good of the advancement of the AAPI community.

With your partnership, we have the resources to advocate on behalf of Asian Americans in the U.S. Senate, House of Representatives, and Government Sponsored Enterprises. Because of your generosity, AREAA successfully executed the No Other Campaign, resulting in the U.S. Census report to include Asian Americans as a standalone category in quarterly reports on homeownership by race and ethnicity.

LOCAL CHAPTERS

- Aloha
- Atlanta Metro
- Austin
- Boise
- Boston
- Brooklyn
- British Columbia
- Central New Jersey
- Central Valley
- Dallas/Fort Worth
- DC Metro
- Greater Birmingham
- Greater Chicago
- Greater Denver
- Greater East Bay
- Greater Los Angeles
- Greater Miami
- Greater Orlando
- Greater Phoenix
- Greater Sacramento
- Greater Seattle
- Greater Tampa Bay
- Greater Toronto
- Houston
- Inland Empire
- LA Coastal
- Las Vegas
- New York East
- New York Manhattan
- North Los Angeles
- Northern New Jersey
- CA Orange County
- Portland
- San Antonio
- San Diego
- SF Peninsula
- Silicon Valley
- Tri-County
- Twin-Cities



This one significant accomplishment has shed greater clarity on the status of AAPI homeownership. We have also worked with Fannie Mae and Freddie Mac to include Chinese, Korean, Vietnamese, and Tagalog into the Uniform Residential Loan Application as entries available in the preferred language data field. We could not have accomplished these endeavors without you.

**NOBODY IN THE
WORLD
SELLS MORE
REAL ESTATE THAN
RE/MAX®**

As measured by residential transaction sides.

RESIDENTIAL LUXURY COMMERCIAL

GET TO KNOW AREAA

17,000 Members and Growing

41 Chapters Across US and Canada

51 Ethnicities Represented

26 Languages Spoken

2 National Conferences Per Year

National Policy Summit Each May

National Day of Community Service

Multiple Trade Missions
to Asia Each Year

Find Out What We're Doing Next

areaa.org

